Change Management to Enhance Acceptance of Green Buildings

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PhD Research Topic:
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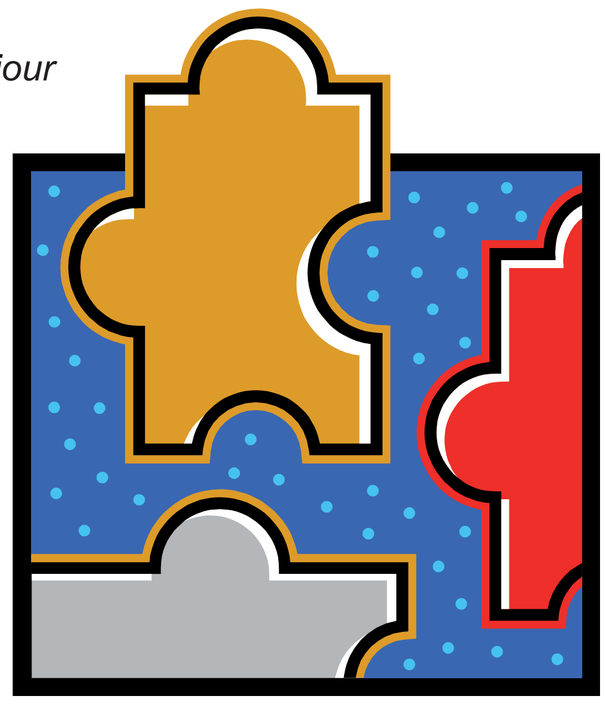
OVERVIEW

The rapid growth of the world's population over the last 30 years has led to an increase in populated areas and encroachment into previously uninhabited and undeveloped sites.This development affects the natural environment and the balance of local ecosystems, and has broad global repercussions, including climate change and the increased emission of greenhouse gases and carbon.There are also local consequences of increased development, for example the inability of existing infrastructure to cope with rising energy consumption in buildings and the increased burden of energy costs on the economy, such as the waste of great amounts of water and energy shocks (Armaghani, 2008).These risks and issues are a serious concern for the worldwide populace, and widespread recognition of the environmental instability that negatively affects the health of the world's population has led to a greater focus on the environment and the protection of natural areas and resources (Desgagne and Gabel, 2002).

This research seeks to promote a better understanding of the use of management change process with an emphasis on human behaviour, performance and satisfaction, which may be of assistance to real estate development firms, investors and end users to change and renew existing buildings to become 'green'.

According to the Green Building Council of Australia (2010), in any year approximately 2% of Australia's buildings are classified as new buildings and the other 98% are existing buildings.These figures show that the bulk of the building sector consists of existing buildings and, while it is possibleto ensure that all new buildings are environmentally friendly, existing buildings can be very unsustainable.To create a green society, it is important that we investigate how these buildings can be changed and managed so they become greener.

In order to encourage the transformation of existing buildings to sustainable buildings this change process must be managed, understanding that it is in the nature of human beings to resist change (Maurer, 1996).The purpose of this research is to explore some features that can be used in the management of change to alleviate change-resistance by focusing on key elements of human behaviour, performance and satisfaction, or in other words, to investigate how change management affects human behaviour, performance and satisfaction in relation to implementing sustainability in existing buildings.



This outcome will then be used to encourage and support real estate development companies, investors and end users to cope with change and renew existing buildings as green buildings. This research aims to promote a better understanding of the most appropriate features in change management that will assist with the provision of suitable requirements to reconstitute an existing building as a green building. This will be achieved by looking at how human satisfaction, behaviour and performance can contribute to enhancing the move towards the use of sustainable buildings rather than the continued use of existing and traditional practices.

In order to provide more empirical support to the theoretical findings of this study, this research will detail two case study buildings, one of which is in the process of being refurbished to a more sustainable property. The case studies will use surveys that will be conducted on these two buildings in order to focus on the factors of human behaviour, performance and satisfaction and determine the benefit of using change management processes during the transformation from an existing building to a refurbished sustainable building.

KEY REFERENCES

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